

**Status Report on the Input of the
Leon County
Fairgrounds Citizen Advisory Committee**

on the

**Redevelopment and Relocation
of the North Florida Fairgrounds**

February 9, 2004

**Opportunities and Constraints
to Redevelopment of the North Florida Fairgrounds**

Opportunity To:

- Recreate the Community surrounding the Fairgrounds property
- Establish a Town Center that is a Major Destination Point for the Community
- Create a Walkable Community with Sidewalks, Bicycle Paths and Covered Transit Stops (Trolley)
- Attract:
 - New People to the Community
 - (Bring Back Families with Children to the Community)
 - Small Businesses
 - High-End Paying Jobs
 - Quality Schools
- Seek:
 - Private Sector Investment
 - Professional Office Buildings
 - City/County/State Government Offices
- Highlight, Enhance and Create New Government Incentives (Enterprise Zone, Sales Tax Credits, Target Pilot Program, etc.)
- Plan for Future Land Uses
 - Establish Design Standards in the RFP that set criteria for the types of development and aesthetics (appearance) of facilities constructed on the site.
 - Partner with Universities, Community College, Business Community and Neighborhoods in making the Fairgrounds Site an On-going Focal Point of the Community. Consider feasibility of an education component on the site.
 - Maintain the cultural and historical character and qualities of the community in the redevelopment process

- Designate Types of Future Land Uses
 - Affordable Upscale /Mixed Use Housing
 - High End Retail Shops
 - Locally Owned Boutiques and Specialty Shops
 - Upscale Restaurants and Locally Owned Eateries
 - Hotel (Ballroom and Reception Facilities)
 - Create an Entertainment Center
 - Amphitheater/Movie Theater
 - Music/Jazz Club
 - Art Exhibitions
 - Adult/Youth Establishments
 - Bowling Center
 - Chuck-E-Cheese
 - Skating

Constraints

The following is a summary of constraints that the Fairgrounds Citizen Advisory Committee believes will have to be overcome for successful redevelopment and relocation of the Fairgrounds property.

- Relocation of the Fairgrounds to an acceptable and financially feasible site.
- Acquisition of a Site for Relocation of Existing Fairgrounds Infrastructure Improvements.
- Identification of Funding Sources for the Redevelopment and Relocation of the Fairgrounds
- Current Appraisal Replacement Cost New - Existing Infrastructure Improvements
\$7.2 million
- What can the market support in the redevelopment of the fairgrounds and When?
- New sites must meet Zoning and Permitting Requirements
- Level of North Florida Fair Association, Community, Private Sector and Government support for the project.

Fairgrounds Redevelopment

Additional Items to be Considered

The Fairgrounds CAC also provided a listing of additional items that should be considered in the Redevelopment of the fairgrounds as follows:

- Any Relocation/Replacement Site Selected for the Fairgrounds Remains an Asset of Leon County.
- The Impact of Increased Traffic Flows on the Surrounding Neighborhoods
- The ease of Accessibility (Ingress & Egress) to and from the Fairgrounds
- Assess Infrastructure Needs for Development of the Site (Water/Sewer Utility Issues)
- Development of the Fairgrounds as a Mixed Use facility with the Fairgrounds remaining on the site
- Establish Set Hours of Operations for Events/Activities. Locate Land Uses with most traffic and noise away from neighborhoods
- Consider reduction of sound/nuisance in development
- Incorporate Design Standards into the RFP for Potential Development
- Design parking on the site as to create the least amount of impact to neighborhoods
- Change the Perception of the Southside through increased Marketing

Future Actions Needed

The Fairgrounds CAC has suggested some future actions that the Board can undertake to ensure the successful redevelopment of the Fairgrounds property.

- Once the Market Feasibility Study is complete, and is shown to support development of the fairgrounds site, begin a review of potential replacement sites and funding alternatives.
- Establish an effective Public Participation and Outreach Initiative to Obtain North Florida Fair Association, Community, Neighborhood, Business and University Support and Buy-In for the Project
- Review current Zoning Requirements and determine what changes are needed to make the Fairgrounds Property More Desirable for Private Sector Development.
- Develop a Master Plan and Economic Impact Analysis for Development of the Site
- Demonstrate the Economic Benefit to the Southside and to the community as a whole.
- Determine where the North Florida Fair Association would like a replacement site to be.
- Issue a Request for Proposals (RFP) to determine private interest in development of the site.